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ENTERPRISE DEVELOPMENT AND MARKET COMPETITIVENESS (EDMC)

HANNOVER MESSE 2012

May 25, 2012

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ENTERPRISE DEVELOPMENT AND MARKET COMPETITIVENESS PROJECT

HANNOVER MESSE 2012

MAY 25, 2012

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INTRODUCTION

An official delegation representing the ICT and Engineering sectors of Armenia visited Hannover Messe 2012 International Trade Show from April 23 to 27, 2012. This first ever trip to the trade show was planned based on specific opportunities to meet and network with Messe exhibitors, to get acquainted with current trends in engineering, to obtain updated information on international market demands, and share information about the Armenian Engineering and ICT sectors with interlocutors.

The ultimate aim was to identify companies and institutions at the Messe with engineering services need and expertise in technological higher education reform and R&D, to establish new business contacts for future partnerships and common projects, as well as create first positive impressions to attract new foreign investment to Armenia.

Upon return to Armenia, the delegation shared its experiences, findings, and meeting results, making recommendations for future visits.

The delegation consisted of six members:

1. Ms. Zhenya Azizyan – Project Manager, EIF
2. Mr. Patvakan Hakhinyan - Expert of Relations with Industries, GEDF
3. Ms. Olesya Tikhova – Executive Director, 3D Modeling Union
4. Mr. Hrachya Khachatryan – Project Manager and System Administrator, UITE
5. Ms. Mariam Nahapetyan – ArmRobotics Project Manager, UITE
6. Mr. Artin Barseghian - Executive Director, Hoornet

TRIP SUMMARY

The delegation discovered that the main foreign market demand for large-scale system engineering projects was based on complex engineering solutions. It was highly recommended to encourage engineering companies' cooperation in Armenia and unite them under common umbrella activities to handle large projects with joint efforts. The delegation noted that, to ensure a successful outcome of this kind of umbrella project, there was a special need for energy and infrastructure project development.

In addition, the members of the delegation identified institutions with ongoing R&D projects and specific expertise that can potentially help scientists in Armenia advance and mature their engineering knowledge and skills. For that purpose, it was recommended that representatives of the Labs working in the State Engineering University of Armenia be included in the future in delegations visiting Hannover Messe or similar Trade Shows.

The delegation determined that an official Armenian booth/stand either in R&D and/or in the Industrial Automation pavilions was necessary in any future participation as well as the presence of engineering specialists with in depth knowledge of the Armenian engineering sector specifics. Moreover, the delegation suggested that government representatives should also be included to provide information on available state incentives for investments in Armenia. The thinking was that such an approach would be more targeted and professional, and the wide representative nature of the delegation would serve to attract enterprises interested in expanding their businesses to Armenia.

The delegation recommends that preparations for participation in Hannover Messe start at least four (4) months prior to the actual event. It was evident that the time allocated this year was not sufficient to reach all the goals defined. Also, the number of days in Hannover should be extended, to enable the delegation to fully devote all five (5) days to the Messe, to meet with all the targeted exhibitors, and be able to arrange immediate follow-up meetings with company representatives at

their company premises in Hannover. This year, the delegation had only three (3) full days to visit the Messe grounds because of tight travel arrangements, which caused a number of inconveniences and difficulties. Additionally, to overcome communication obstacles, the need for German speaking assistants and the use of electronic tablets for quick and productive presentation purposes was expressed.

PLANNING BY MARKETING TEAM

The preparation stage started on March 30, 2012. An action plan was outlined with step-by-step phases and assigned tasks.

Promotional materials such as an ICT and Engineering Armenia Catalog, general business cards, bags with delegation stickers, flash cards, and website banners were prepared as a marketing base for the delegation.

A catalog containing all the necessary information reflecting the ICT and Engineering sectors' historical development and current stage, key ongoing projects, and select company profiles was prepared, containing the following sections:

- Guide to Armenia
- The IT and Engineering industries in Armenia
- Historical development of Science and Technology in Armenia
- UITE
- ArmRobotics
- Digitech Business Forum 2012
- Armenian National Engineering Laboratory (ANEL)
- Digitec Expo 2012
- Global IT Award
- Select Company profiles

Delegation logistics:

To secure all the members of the delegation with entry visas to Germany and other necessary documents such as medical insurance, reference letters, and guarantee letters from the sponsors (EDMC and UITE) were effectively processed and arranged by Mr. Frank Radtke, Consul of the Embassy of the Federal Republic of Germany in RA, "Nairi Insurance" LLC, and Hannover Messe and EDMC officials.

Hannover Messe invitation letters, Gold Package, and Premium Pass Gold for all members of the Armenian delegation were successfully arranged via the Hannover Messe Moscow Bureau (Deutsche Messe Buro Moskau).

To secure lodging for the delegation, various service providers were contacted. The best option was offered by Semjons Ambreits at the following addresses, accommodating our 6-person delegation:

- Auf dem Rohe 28, 30459 Hannover
- Auf dem Rohe 38, 30459 Hannover
- Auf dem Rohe 43, 30459 Hannover

The lodging in Hannover was found by the delegation well-located and highly satisfactory.

Meeting formula and Match & Meet:

German companies present in Armenia such as ABB and Festo were contacted by UITE asking for their assistance to set up meetings with their company officials on the margins of the Hannover Messe 2012. However, UITE did not receive any response from those companies.

In addition, UITE contacted GIZ seeking support for German speaking assistants to help the delegation during the Trade Show. GIZ responded that, because of its overwhelming work load, it could only meet with UITE representative after the Armenian Parliamentary Elections (March 6, 2012).

To provide practical information about Hannover Messe exhibitors, the marketing team produced a comprehensive document with descriptive information about 125 exhibitors with attractive areas of expertise that could be of interest to the Armenian engineering market. In addition, delegation members combined feedbacks from the Armenian companies and made a list of targeted Messe exhibitors.

A special template was provided to delegation members to sum up information about each Armenian company presented in Hannover Messe and Match & Meet related information, a list of target companies and messages.

Individual e-mails with target messages were sent to about six hundred (600) companies exhibiting at Messe with a request for appointment with Armenian delegation members on the margins of Hannover Messe 2012. As a result, four (4) of those companies expressed interest in meeting the Armenian delegation and invited them to their stands for detailed discussions on further cooperation plans.

In addition, about fifty (50) e-mails were sent to those exhibitors who have brokerage services.

The marketing team provided practical summary information about the six hundred (600) targeted exhibiting companies and fifty (50) brokerage companies, such as background information and booth location to each delegation member that helped them to effortlessly navigate in the immense pavilions and to quickly locate targeted exhibitors.

As a result, the delegation members were happy to have the background information about exhibitors and some scheduled meetings that made their visit productive.

OUTCOMES AND GENERATED LEADS

Delegation members met and negotiated with about 250 companies. The most important leads generated during the visit are presented in the list below. Currently, the delegation is in the process of follow-ups and further communication development.

	Company Name	Description	Contact Person
1	ABSOLICON	Development of heating and steaming systems with solar energy	Axel Robenhangen, Manager
2	Advantech	Development of robust products for Solar Energy applications, tracking systems, monitoring systems	Paul Diepstraten, PSM Director Europe
3	Aedilis, UAB	Internationally available partner in energy infrastructure projects	Evaldas Paliliunas, Head of Sales
4	Akasol Engineering	Development of Lithium-ion battery systems	
5	Alfasolar	Development of solar modules	Brigitte Grosser, Export Manager
6	American Wined Energy Association	Association of American	Kisha James,

		companies specialized in the field of wind energy	Executive assistant to the Sr. VP of Conference, Membership, BD
7	Anhalt University of Applied sciences, Department of Electrical, Mechanical and Industrial Engineering		Jonny Kaars, M. Eng. IWE scientific staff
8	AS Solar	Development of solar modules	Margarethe Sawitzki
9	Austrian Center of Competence in Mecha	Austrian Center of Competence in Mecha is center of peak performance in mechatronics	Dr. Stefan Dierneder, Senior Researcher
10	AutomotiveNL	Automotive Industry matchmaking, vehicles design and manufacturing	Peter de Lannoy, Acquisition Officer
11	Bauer	Manufacturing of Gear Motors	Andreas Benz
12	Bayern Innovative	Automotive Industry matchmaking	Dr. Rupert Tkotz, Technology Marketing Dr. Frank Hegel, Industrial and Interaction Designer
13	Bielefeld University, Cognitive Interaction Center of Excellence Bielefeld University of Applied Sciences		Dipl.-Ing. (Fh) F.-W. Kastrup, scientific staff Bielefeld/ Gutersloh Faculty of engineering sciences and mathematics laboratory for Optical Systems Technology
14	Brunel	Tailored Personal solutions for Automotive, Oil and Gas, and other industries	Alfred Schreiber, Transport & Energy Project Manager
15	Celler Brunnenbau	Center of German drilling technology, supplying innovative drilling technology throughout the world	Christoph Weidmann, Sr. Engineer
16	Centrosolar	Solar Energy products development	Micro Heldt, Product Manager
17	Circuit Design		Andreas Jung
18	CSR	Chinese Vehicle Manufacturer	Binbin Zhang, Technical Manager
19	Deutronicelctronik GmbH		Florian Holzmann
20	Deutsche Energie-Agentur	Center of expertise for energy efficiency, renewable energy sources and intelligent energy systems	Berbel Warig, Manager of International cooperation
21	Egemin automation		Carolin Porzel, Sales Support, Division handling automation
22	Elabo GMBH a company of euro-micron group		Dirk Baumert, Sales Expert
23	Elis Plzen	Ultrasonic and induction flow meters and heat meters in water and steam	Hana Simonova, Engineer
24	EnergieAgentur.NRW	Association of German	Sabine Michelatsch,

		companies, specialized in the field of Energy Engineering	the representative of the organization
25	Energie City Leipzig	Skills, marketing and information Platform for renewable energy, energy efficiency and sustainable building and renovation	Prof. Dr. Hans-Jochen Schneider, Managing Partner
26	Engine Sens Motorsensor GmbH	Sensor technologies	Stefan Carstens, General Manager
27	Fachhochschule Nordhausen		Dipl.-Ing Petra Hauschild, Project staff
28	University of Applied Sciences Faisst		engineering sciences Monika Guhring
29	FEMopt Studios	Automotive Industry matchmaking, Design and FEA	Michael Fiscer, CEO
30	Ferchau Engineering	Automotive Industry matchmaking	Benjamin Geese, Account Manager
31	Fraunhofer	AutomotiveNetworking	Oliver Kunzler, Planning Expert
32	Future E	Fuel cell systems for power applications	Otto Dillitzer, International Sales
33	FW Systems	Measuring and testing systems development	Frank Willers, Project Manager
34	FW-FERNWÄRME-TECHNIK	Planning, design and prefabrication of all-steel pipe-in-pipe systems for the safe conveyance of hot water, steam, condensate, thermal oil, cooling water and potentially polluting fluids	Walter Kloster, Project Manager
35	General Holding Corporation	Abu Dhabi Basic Industries Corporation	Humyan Khaled Al Meraikhi, Associate Marketing and Corporate Communication
36	GJG-Solaris	Manufacturing of innovative photovoltaic systems	Christoph Busch, Sales Manager
37	Gooting KG	Radio and Sensor Engineering	Dr-Ing. Sebastian Behling, Research and Development
38	Hemma Endustri	Manufacturing of Gears for vehicles	Ibrahim Velisha, Business Development & Marketing Responsible
39	Hera laboratory systems GMBH	Electrochemical laboratories, assembly tables, training workshops, technical educational systems	Birgit Angele, Assistant of the Executive
40	Herosima University		Harold Kusters, Associated Professor
41	HID Europe	Transformer and reactor development	Stefania Martini, Manager Customer Service
42	IGUS	Plastic products manufacturing	Michele Abbate, Technical Manager
43	International Geothermal Association	Association of organizations	Cigdem Tolali, Event

		working in the field of Geothermal Energy	Manager
44	Intetics		Svetlana Kritsyna, Account Manager
45	Investment and Development Agency of Latvia	Trade cooperation between Latvian companies and foreign companies	Andris Alksnis, Senior Projector Manager
46	ITM Power	Renewable Energy sector, particularly Hydrogen generation systems products	Charles Purkess, Marketing Manager
47	KAT - competence network for applied research and transfer-oriented College Merseburg		Dr. Matthias Zaha, Coordinator of KAT - Applied and Knowledge Transfer - based research network
48	Koncar	Power generation, distribution and transmission of electrical energy, industry and electric traction	
49	KONCAR	Manufacturer of Power Equipment, Vehicles, Machinery, etc.	
50	KROHNE	Manufacturer of tools and devices for liquid flow measurements	Dr. Wolfgang Babel, Managing Director
51	Latvian Hydrogen Association	Association of Latvian companies, specialized in the field of Hydrogen Energy	
52	Leibniz University Hannover		Jens Kotlarski, Team leader for robotics and autonomous systems
53	Leibniz-Institute for Applied Geophysics	Group of R&D institutions specialized in the field of Geothermal Energy	Dr. Rüdiger Schulz, Project Manager
54	M2M		Marius Nicolas
55	Micel films	Development of full range of Back sheet for PV modules	Maxime Julia, PV business developer
56	MTS brokerage		Oliver Brohl
57	National Research Tomsk Polytechnic University	R&D center with several laboratories specialized in the field of Renewable Energy	Sochugov Nikolay, Docent of the Department of the hydrogen Energy and Technology of the Plasma
58	NEL Hydrogen	Manufacturing of Hydrogen Equipment	Metin Yilmaz, Research Manager
59	NQ energy	Utilization of solar power	Handrick Ahrens, Manager
60	Photovoltaik	Development of photovoltaic systems	Johannes Moller, Economy Engineer
61	RDVELHO	R&D, Engineering Services	Mikael Svenlin, Site Manager
62	Rimini Fiera	Energy exhibition in the field of Renewable Energy	
63	Sano Tech	Ultrasonic spraying systems	Garrett Mayo, Regional

			Sales Manager
64	Sensor-Technik Wiedemann GmbH	Development of measuring and sensor technologies	Dietmar Casper, Sr. Engineer
65	SEW- EURODRIVE	Manufacturing of Gear motors	Torben Frenk, Engineer
66	Smirrois	Development of systems of concentrated solar power	
67	SOLARC	Development of products for Solar Systems	Dieter Werner, Manager
68	Somel	Measurement instruments production	
69	SonoTek	Development of sensor technologies	Garrett Mayo, Regional Sales Manager
70	Space Control	Innovative sensor technologies	Marc Weigand, Director of Marketing
71	Spezialfabrik GmbH		Paul Druseidt
72	SRU Solar is a company	Development of solar systems	Frank Bohnhardt, Sales Manager
73	Swiss Federal Institute of Technology	Zurich Institute for Dynamic Systems and control	Angela Scholling, Research assistant, PhD student
74	Symple Energy	Electricity generation from renewable energy	Michael Krings, Project Manager
75	Technik LPE		Manuel Friedrich, Lego education Berater
76	Thalheimer Transformatorenwerke	Development of transformers	Bernd Kretzschmar, Manager
77	Think [e] energy	Development of solar modules	Wolfgang Tauchmann, Sales Manager
78	Tohoku University, Cooperative research and development		International cooperation division
79	United Arab Emirates Ministry of Foreign Trade	Abu Dhabi Department of Economic Development	Mohammed Nasser Hamdan Al Zaabi, Director of Trade Promotion
80	University of Applied Sciences, Fachhochschule der Wirtschaft Staatlich Anerkannt		Dr. Wilhelm Nuesser Director of Master Program, IT management and Information Systems
81	University of Applied Sciences, Fachhochschule der Wirtschaft Staatlich Anerkannt		Dr. Markus Borschbac, Associated professor, Optimized systems software engineer IT Management
82	University of Stuttgart, Institute for conveying and logistics		Dipl.-Ing. Maqrkus Schroppel, Head of department Machine design and material flow automation
83	Ventur	Manufacturing of Pumps	Cristian Nyberg, Quality and Technology
84	VMTec	Development of low voltage	Andreas Friesen,

		communication systems	Director for Foreign Trade
85	WALCHER	Development of automation of hydroelectric power plants, voltage regulators for long low voltage lines, energy management systems and data loggers	Hartmut Walcher, Manager
86	YILMAZ Reduktor	Manufacturing of Gears	Metin Yilmaz, Research Manager
87	Your Energy Solution	Group of French companies specialized in Renewable Energy	Daniel Ahuir, Sales Representative

SUMMARY OF RECOMMENDATIONS

- To meet the main foreign market demand for large-scale system engineering projects, engineering companies in Armenia are highly encouraged to unite under common umbrella projects to handle large undertakings with joint efforts;
- To ensure a successful outcome of the above umbrella project, there is a special need for energy and infrastructure project development;
- Involve representatives of the Labs working in the State Engineering University of Armenia in delegations visiting Hannover Messe or similar Trade Shows;
- Need for an official Armenian booth/stand either in R&D and/or in the Industrial Automation pavilions;
- Presence of engineering specialists with in depth knowledge of the Armenian engineering sector specifics;
- Involve government representatives to provide information on available state incentives for investments in Armenia;
- Start preparations for participation in Hannover Messe at least four (4) months prior to the actual event;
- Extend the number of days in Hannover, to enable the delegation to fully devote all five (5) days to the Messe, to meet with all the targeted exhibitors, and be able to arrange immediate follow-up meetings with company representatives at their company premises in Hannover.
- Need for German speaking assistants, to overcome communication obstacles;
- Use electronic tablets for quick and productive presentation purposes.

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